

## **ENDOWMENT ASSESSMENT CHECKLIST**

### **PLANNING & GOVERNANCE**

- Strategic plan or Business plan in place?
- Annual report – what are your income sources?
  - What is the percentage of 3<sup>rd</sup> source or donated income to overall revenue?
- Development plan in place?
- What are the existing organizational Endowment documents?
- Are there existing gift acceptance, endowment fund or spending policies?
- What is the existing organization marketing & branding?

### **ORGANIZATIONAL STRENGTH**

- Years in existence
- Size of Board & existing committee structure
- Fundraising Success
- Balanced Budgets for how many years?
- What is the current Board giving percentage?
- What are the current Board recruitment efforts?

### **STRUCTURE & PURPOSE**

- What is the form of Endowment the organization is considering- trust or foundation (supporting organization)?
- Are there existing endowment incorporating documents?
- What are the existing funding pots as booked by finance officer
  - cash, investment, reserve, endowment
- What are the future funding needs?
- Strategic purposes of funding needs
- What is the potential percentage of income to come from endowment?
- How soon do you want to have Endowment funds available?
- Current Board support for Endowment?
- Who would you involve from the volunteer leadership in Endowment conversations?

## **POLICIES & FUND MANAGEMENT**

- Value of current funds
- Current gift policy
- Current spending policy
- Current investment policy
- What will be the minimums on restricted funds or individual funds
- How will the funds be managed – pooled with other investments or separate account?
- Who will handle the subaccounting for the separate individual funds?
- Who is the potential fund manager?
- Existing cash reserves – designated by Board?
- Payout approach preference – income only, total return, or income with invasion of principal for set purposes?
- Existing funding projections for the future?
- How soon will the funds be needed?

## **FUNDRAISING & MARKETING**

- Potential Goal – based on operational, capital or long-term investment needs?
- Marketing approach – major gift and/or deferred gift, campaign goal, challenge gift?
- Who do you believe are your best prospects?
- Development case statement in existence?
- Existing stewardship – thanks & recognition process?
- What Marketing is working?
- How many Board members are active in fundraising efforts?
- History of long term donors?
  - How many?
- Why Endowment Now?
- What will the organization be doing in 30 yrs?
- What needs will organization be asked to provide in next 10 years?
- What is your idea of the fundraising timeline for endowment?